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Message Text

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51
ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 USIA-15 INR-10 RSC-01

DRC-01 /064 W
---------- 067200
R 071906Z DEC 73
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 6255

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FOR COMMERCE

E.O. 11652: N/A
TAGS: BEXP, XX
SUBJECT: INCOMING TRADE MISSIONS TO U.S.

REF: STATE A-6967

1. SUMMARY: EMBASSY AGREES WITH CONCEPT OF INWARD TRADE MISSIONS AS AN EXPORT PROMOTIONAL TECHNIQUE AND IS PLEASED WITH POTENTIAL AVAILABILITY OF GREATER ASSISTANCE BY COMMERCE AND ITS FIELD OFFICES TO SERVICE SUCH MISSIONS. HOWEVER, EMBASSY WOULD LIKE TO SEE PROGRAM RESOURCES MADE AVAILABLE TOWARD FURNISHING ASSISTANCE TO FOREIGN BUSINESS VISITORS AS WELL AS TO TRADE MISSIONS. COMMENTS FOLLOW. END SUMMARY

2. POSTS IN RIO DE JANEIRO AND BERN APPEAR TO HAVE DEVELOPED WITH MINIMAL COMMERCE SUPPORT SUCCESFUL FORMULA FOR ORGANIZING BUSINESS GROUPS TO TRAVEL TO SPECIFIC U.S. TRADE SHOWS. BASED ON THE EXCELLENT REPORTS FROM THESE POSTS ENCLOSED WITH REFAIR, POSTS WITH SUFFICIENT RESOURCES SHOULD BE ABLE TO DEVISE THE NECESSARY TECHNIQUES TO COME UP WITH SIMILAR SUCCESSFUL RESULTS IN THEIR HOST COUNTRIES. WE WILL PROGRAM OUR ACTIVITIES TO INCLUDE THIS AS AN FY 1974 OBJECTIVE/ACTION WITH A VIEW TO ORGANIZING AT LEAST ONE SUCH GROUP DURING CY 1974.
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3. THE GROUP TRAVEL DESCRIBED BY EMBASSY BERN AND AMCONSULATE RIO DE JANEIRO APPEAR TO RESEMBLE TYPE (B) BUSINESS GROUP TRADE MISSIONS DESCRIBED REFAIR, WHICH ENVISAGE LITTLE OR NO ASSISTANCE FROM COMMERCE END. MOST OF WORK INPUT RESTS WITH OVERSEAS POST WITH POSSIBILITY OF SOME U.S. SUPPORT PER PENULTIMATE PARAGRAPH REFAIR.

3. SPECIFIC SUPPORT SUGGESTIONS FOR IMPROVING TYPE (B) MISSIONS WOULD BE TO ADOPT IN PART, IF NOT IN TOTAL, FORMAT USED FOR BIC/USTS VIP PROGRAM. THESE ADDED FEATURES GIVE PROMOTIONAL APPEAL IN SELLING GROUP TRAVEL VISITS TO U.S. FAIRS. SECONDLY, WE WOULD FIND IT HELPFUL TO RECEIVE FROM COMMERCE LIST OF PRIME SHOWS FROM WHICH TO SELECT OUR GROUP TRAVEL CAMPAIGNS. SUCH LIST WOULD PRESUMABLY CONTAIN PRIME SHOWS IN TARGET INDUSTRY AREAS, INCLUDING THOSE IN WHICH BIC MAY BE PARTICIPATING, AS WELL AS OTHER FAIRS IN SELECTED TARGET OF OPPORTUNITY FIELDS WHICH ARE KNOWN TO COMMERCE TO BE GOOD TRADE PROMOTION FAIR VEHICLES. WE HAVE RELATIVELY LITTLE QUALITATIVE KNOWLEDGE OF MYRIAD U.S. TRADE SHOWS. APART FROM VIP SHOW DESIGNATION AIRGRAMS WE RECEIVE ON RANDOM BASIS AIRGRAM NOTICES OF CERTAIN U.S. TRADE SHOWS MOST RECENT EXAMPLE BEING EXPO '74 (STATE A-9178) BUT THESE MAY BE PRO-
MOTED MORE AS ACCOMMODATION TO ORGANIZERS WHO REQUEST COMMERCE ASSISTANCE IN PUBLICIZING THEIR SHOW OVERSEAS THAN AS PART OF SYSTEMATIC EXPORT PROMOTION PROGRAM. THIS INFORMATION USEFUL AND SOME OF THESE SHOWS MAY BE-
COME TARGETS FOR OUR GROUP TRAVEL EFFORTS BUT WE WOULD PREFER TO KNOW COMMERCE PRIME SHOWS AND TIE OUR PROGRAM IN WITH THEIR TARGETTED EFFORTS TO MAXIMUM EXTENT POSSIBLE.

5. SPECIALIZED INCOMING TRADE MISSIONS (TYPE A). WE WILL EXPLORE FEASIBILITY ASPECTS OF THE TYPE TM WITH POTENTIAL UK SPONSORING BODIES. HOWEVER, WE WONDER WHETHER COST INPUTS TO SPONSORING ORGANIZATION (SENDING ADVANCE OFFICER TO U.S.) WILL NOT BE DETERRENT AND WHETHER THE TIME AND MONEY INPUT BY COMMERCE (APPOINT-
MENT MAKING AND PROVIDING ESCORT OFFICER) WILL PAY OFF.
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TO BE MANAGEABLE SPECIALIZED GROUPS MUST PRESUMABLY BE LIMITED TO SIZE EQUIVALENT TO U.S. SPECIALIZED AND IOGA MISSIONS. BRITISH EXPERIENCE WITH INWARD MISSIONS IS THAT THEY HAVE NOT BEEN POPULAR BUT IT INDICATES THAT SUCH MISSIONS ARE MOST SUCCESSFUL WHEN ORGANIZED AROUND TRADE SHOWS OR SPECIAL EVENTS SUCH AS CONFERENCES AS THEY COORDINATE TIMING OF BUSINESSMEN'S VISITS. ASIDE FROM THE EVENTS THE BUSINESSMEN HAVE SUCH DIVERSE

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INTERESTS IN TIMING AND OTHER REASONS FOR THEIR OVERSEAS

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TRIP THAT THEY ARE BEST LEFT TO SCHEDULE THEMSELVES FOR THE MOST PART. ONE MEMBER OF BRITISH TRADE MISSION TO U.S. TOLD US HE LEFT GROUP AND COMPLETED TWO LICENSING AGREEMENTS ON HIS OWN BY SCHEDULING HIS APPOINTMENTS USING YELLOW PAGES OF PHONE BOOK. U.K. EXPERIENC HAS ALSO SHOWN THAT BRITISH FIRMS ARE OFTEN RELUCTANT TO SPONSOR THROUGH TRADE ASSOCIATIONS VISITS OF OVERSEAS COMPANY OFFICIALS IN GROUPS WHICH ARE LIKELY TO EXPOSE THE FOREIGNERS TO THEIR COMPETITORS. RATHER THEY PREFER TO INVITE VISITORS ON AN INDIVIDUAL BASIS AND AT THEIR OWN EXPENSE RATHER THAN BEING INVOLVED WITH AN INWARD MISSION.

6. WHERE WE NEED ASSISTANCE THAT IS NOT PROVIDED BY THE REVERSE TRADE MISSIONS IN REFAIR IS IN BEING ABLE TO PROVIDE ASSISTANCE IN THE U.S. SIMILAR TO THAT PROVIDED TO U.S. BUSINESSMEN BY U.S. OVERSEAS POSTS WHEN THEY TRAVEL ABROAD ON BUSINESS. IN EFFECT, THESE ARE INDIVIDUAL COMPANY TRADE MISSIONS IN WHICH BRITISH FIRMS HAVE INTEREST IN TAKING ON NEW LINES AND WANT TO PLAN TRIPS TO SEARCH OUT POSSIBLE TRADING PARTNERS. WE HAVE NO EQUIVALENT TO ADS TO OFFER, THE SPECIFICITY OF THE TOP HANDICAPS OUR EFFORTS (SEE EMBASSY'S A-186 OF

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FEBRUARY 2, 1973) AND DOC FIELD OFFICES HAVE BEEN UNABLE TO OFFER ASSISTANCE IN LINING UP APPOINTMENTS WITH PROSPECTS (SEE EMBASSY A-711 OF MAY 12, 1972).
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IF RESOURCES BECOME AVAILABLE FOR REVERSE TRADE MISSIONS, WE STRONGLY RECOMMEND THAT PROVISION BE MADE FOR PROVIDING THIS TYPE OF INDIVIDUAL FIRM BUSINESS ASSISTANCE.

7. IN SUMMARY, WE THINK TYPE (B) GROUP VISITS OF UNLIMITED NUMBERS TO SELECTED U.S. TRADE SHOWS OFFER BEST PROSPECTS FOR MAXIMUM TRADE AND TRAVEL BALANCE OF PAYMENTS BENEFITS (WITH SUGGESTIONS FOR IMPROVEMENT NOTED ABOVE), AND THESE ARE FEASIBLE NOW; TYPE (A) MISSIONS REQUIRE POST EXPERIMENTATION ON TECHNIQUES AND DEPARTMENT CLEARANCE BECAUSE OF HEAVY COMMERCE INPUT; IN ANY EVENT CAPABILITY FOR INDIVIDUAL COMPANY ASSISTANCE MAY BE MORE USEFUL THAN SPECIALIZED REVERSE TRADE MISSIONS.
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Disposition History: n/a
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